

CSAT:

Customer

**sat**isfaction

surveys

user guide

# What is CSAT?

CSAT stands for customer satisfaction.

We survey a sample of stakeholders on their recent experience with the gTech Partners Content Team.

## gTech Partners Content Team feedback

How likely are you to recommend the Content Team to another POM or PTM?

1 2 3 4 5 6 7

Very unlikely        Very likely

How satisfied are you with the time it took to resolve your request?

1 2 3 4 5 6 7

Very dissatisfied        Very satisfied

How satisfied are you with the quality of the final deliverable?

1 2 3 4 5 6 7

Very dissatisfied        Very satisfied

How satisfied are you with the ease of the process (e.g. working with the writer/designer)?

1 2 3 4 5 6 7

Very dissatisfied        Very satisfied

Any other feedback you'd like to share?

Your answer

SUBMIT

Page 1 of 1

# What is the goal of CSAT?

This qualitative measurement of customer satisfaction helps us:



**Improve engagement** with partners



**Build love and trust** with stakeholders



**Boost visibility** for Content Team

# How does CSAT work?

CSAT is one of our post-production processes and it's based on Content Team request service levels. CSAT is generally completed every 2 weeks. There are 2 types of CSAT scenarios:

Scenario	Description	Frequency
<a href="#"><u>L1/L2</u></a>	Bugs assigned as service level L1 and L2.	Send CSAT for a sample of bugs
<a href="#"><u>L3/L4</u></a>	Bugs assigned as service level L3 and L4.	Send CSAT for every bug

# L1 / L2 CSAT steps

## Track activity

1. [Create CSAT bug.](#)

## Find and export data

2. [Define data search in CSAT dash.](#)
3. [Create filter.](#)
4. [Define filter date range.](#)
5. [Export data.](#)

## Create a sample

6. [Randomize data.](#)
7. [Sort data.](#)

## Survey stakeholders

8. [Open survey template.](#)
9. [Send survey.](#)

# 1. Create new CSAT bug

1. Sign in to your [Google Account](#).
2. Go to **go/IWantContent**.
3. Under *Component*, choose **16 > 60928 > 88740 > Content & Design**.
4. Under *Title*, enter ALL - CSAT for [next date range].
5. Under *Description*, enter Create and send L1 / L2 and L3 / L4 CSAT for the specified date range.
6. Next to *CC*, enter [lisyagoogle.com](mailto:lisyagoogle.com), [zahrajohnson@google.com](mailto:zahrajohnson@google.com).
7. Under *Primary deliverable*, choose **Other**.
8. Under *Product*, choose **All**.
9. Under *Service level*, choose **L1**.
10. Under *Vertical*, choose **POSI**.
11. Click **Create**.

Component: 16 > 60928 > 88740 > Content & Design

Template: gTech Content Request Submission

Title: ALL - CSAT for March 13 - March 24

Priority: P2

Type: Process

Description: Create and send L1 / L2 + L3 / L4 CSAT for the specified date range.

Assignee: [empty]

CC: lisyagoogle.com, zahrajohnson@google.com, marcohd

Ariane\_ID: 0

Content stage: Not started

Deliverable URL: [empty]

Launch date: [empty]

Main author: Not selected

Primary deliverable: Other

Product: All

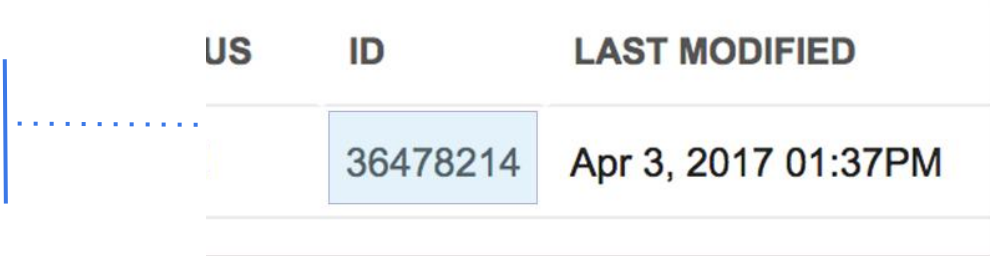
Service level: L1

Vertical: POSI

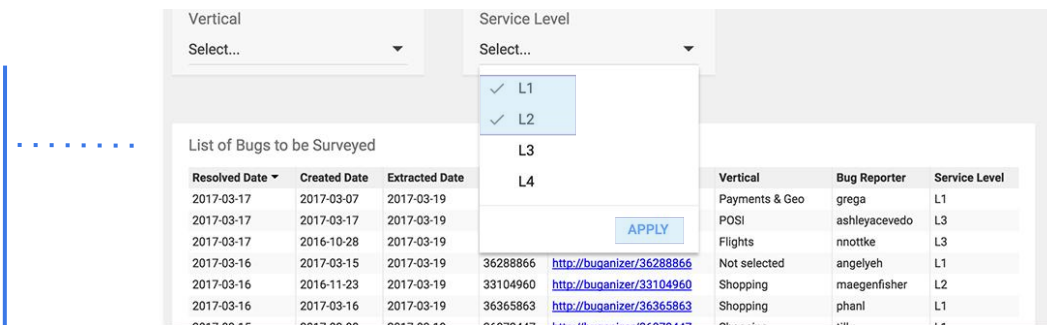
Create Create & Start Another Discard

# 2. Define data search in CSAT dash




1. Open [Buganizer](#).
2. Find the ID of the CSAT bug.  
You'll need it again in [Step 5](#).

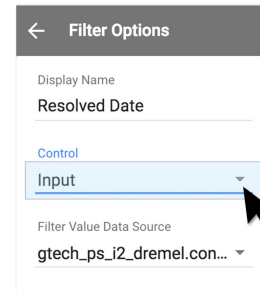
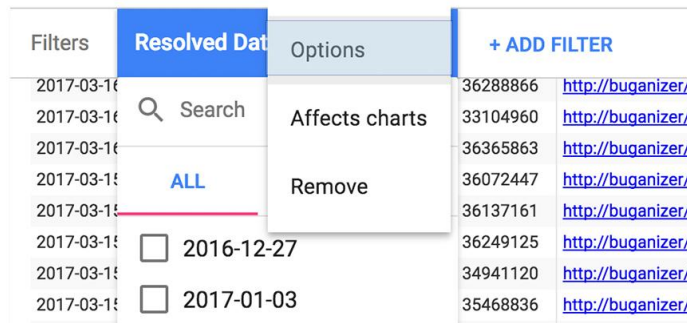


3. Open the [CSAT dashboard](#).
4. Under *Service level*, click ▼, then click **L1** and **L2**.
5. Click **Apply**.



# 3. Create a filter

1. Hover over *List of bugs to be surveyed*, then click **Filter Bar** , then **+Add filter**.
2. Under *Search columns*, scroll and choose **Resolved date**.
3. Click the **3-dot icon** , then click **Options**.
4. Under *Control*, click , then click **Input**.
5. To exit, click **Filter options**.



# 4. Define filter date range

1. To open and define the filter, click **Resolved date no value**.

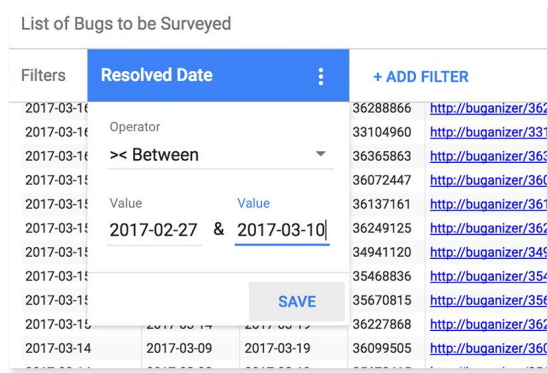
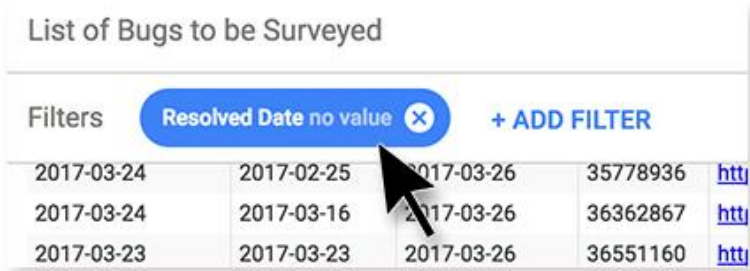
2. Next to *Operator*, click ▼ and choose **>< Between**.

3. Under *Value*, enter the start and end dates of the filter.


**Note:** You must enter dates in YYYY-MM-DD format.

*Example:* 2017-03-10

4. Click **Save**.



# 5. Export data

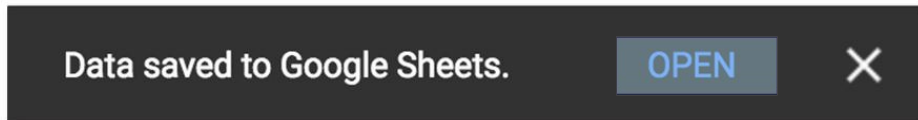
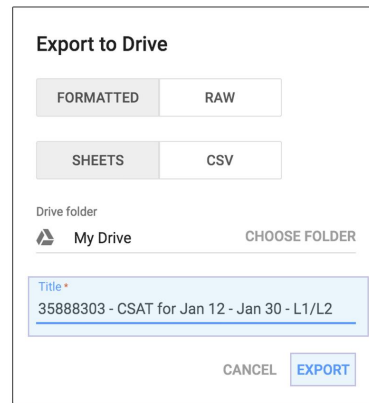
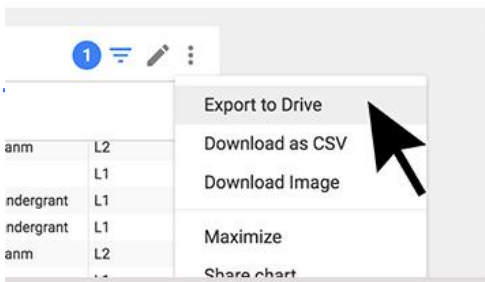
1. Hover over *List of Bugs to be Surveyed*, then click the **More actions**  icon, then click **Export to Drive**.

2. Under *Title*, use the Bug ID from [Step 1](#) and use this format to name the sheet:

[Bug id] - CSAT [Date range] - L1/L2

3. Click **Export**.

4. When the Google Sheet has been exported, you'll see a notification at the bottom left of the screen. Click **Open**.



# 6. Create random sample

1. Add a new column to the right of the *Bug ID* column, then name it **Random**.
2. Enter the formula `=rand()` into cell E2.
3. Click **Enter / return**.
4. Click cell E2, then hover over the lower right corner of the cell so a box or criss-cross appears, and drag it to the bottom of the data set.
5. Click cell E0 to highlight entire column, then copy it (Click **Edit**, then **Copy**).
6. Click **Edit, Paste special**, then **Paste values only**.  
 This deletes the formula from the cells and leaves only the random values the formula generated.

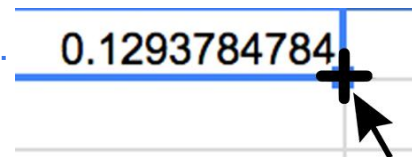
36478214 - ALL - CSAT for Feb 27 - March 10

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0\_ .00 123 Arial 10 B I A

=rand()

Resolved Date	Created Date	Extracted Date	Bug Id	Random	Bug Link	Vertical	Bug Reporter	Service Level
3/10/2017	3/9/2017	3/12/2017	36096196	=rand()	<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1
3/10/2017	2/8/2017	3/19/2017	35142251		<a href="http://buganizer/">http://buganizer/</a>	Payments & Gec	noonanm	L2
3/10/2017	3/8/2017	3/19/2017	36070437		<a href="http://buganizer/">http://buganizer/</a>	Shopping	tillu	L1
3/10/2017	3/6/2017	3/19/2017	36005652		<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1
3/10/2017	3/9/2017	3/19/2017	36096196		<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1



	Resolved Date	Created Date	Extracted Date	Bug Id	Random	Bug Link	Vertical	Bug Reporter	Service Level
2	3/10/2017	3/9/2017	3/12/2017	36096196	0.3609604728	<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1
3	3/10/2017	2/8/2017	3/19/2017	35142251	0.9317021087	<a href="http://buganizer/">http://buganizer/</a>	Payments & Gec	noonanm	L2
4	3/10/2017	3/8/2017	3/19/2017	36070437	0.274223955	<a href="http://buganizer/">http://buganizer/</a>	Shopping	tillu	L1
5	3/10/2017	3/6/2017	3/19/2017	36005652	0.670397021	<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1
6	3/10/2017	3/9/2017	3/19/2017	36096196	0.6275924192	<a href="http://buganizer/">http://buganizer/</a>	Shopping	alexandergrant	L1

# 7. Sort and find sample

1. Click the corner cell to highlight the entire data set.

2. Click **Data**, then **Sort range**.  
On Mac using Chrome. Your UI may vary.

3. Next to "Sort by," choose **Column E**, then click **Sort**.

The data set is now ordered from lowest to highest random value.

4. Find 20% of the data set by dividing the total number of rows in the sheet by 5.

*Example:*

20% of 20 rows →  $20 / 5 = 4$

Exclude repeated names in column H until you've isolated a 20% sample.

The image shows a sequence of three screenshots illustrating the sorting process in a spreadsheet application:

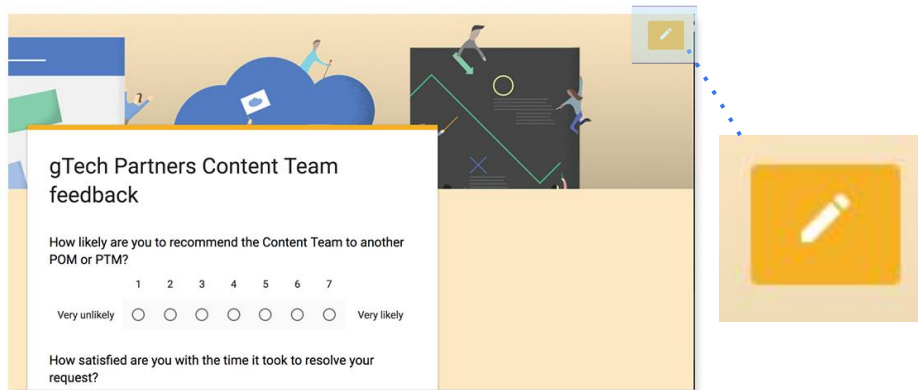
- Step 1:** A spreadsheet window showing a table with columns A, B, and E. The top-left cell (A1) is selected, and a mouse cursor is clicking it to highlight the entire data set.
- Step 2:** A 'Sort range from A1 to AA1000' dialog box is open. The 'Data has header row' checkbox is unchecked. Under 'sort by', 'Column E' is selected from a dropdown menu. The 'Sort' button is highlighted in blue.
- Step 3:** The spreadsheet is shown after sorting. The first 4 rows are highlighted in green, representing the 20% sample. The data in these rows is:
 

Resolved Date	Created Date	Column E
3/24/2017	2/25/2017	...
3/24/2017	2/25/2017	...
3/24/2017	3/24/2017	...
3/24/2017	3/24/2017	...

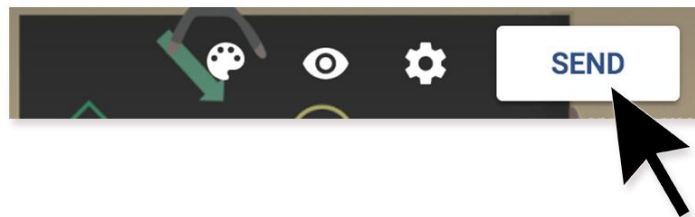
# 8. Open survey template

1. Open the [gTech Partners Content Team survey](#).

2. Click the **pencil icon** in the upper right corner.



3. Click **Send** to open the email message window.



# 9. Send survey

1. Copy the LDAPs from Column H of the data set.
2. Under *To* in the form, paste the LDAPs from sheet *Column H*. Add “@google.com” and separate each LDAP with a comma.
3. Fill in the fields using this template:

**Subject:** Feedback Request for gTech Partners Content Team

**Message:**

Hello!

The gTech Partners Content Team recently worked with you on a request. We'd love to know how we did with it. Please take the quick survey below.

Thanks in advance!

gTech Partners Content Team

4. Next to *Include form in email*, click the box, then click **Send**.

**Send form** ×

Email

To  
christorres@google.com, silviagini@google.com, aweisser@google.com, ph

Subject  
Feedback Request for gTech Partners Content Team

Message  
Hello!

The gTech Partners Content Team recently worked with you on a request. We'd love to know how we did with it. Please take the quick survey below.

Thanks in advance!

gTech Partners Content Team

Include form in email

[Add collaborators](#) CANCEL SEND

# L3 / L4 CSAT steps

## Find and export data

10. [Define search in CSAT dash.](#)
11. [Create filter.](#)
12. [Refine filter.](#)
13. [Export data.](#)

## Survey stakeholders

14. [Open survey template.](#)
15. [Send survey.](#)

## Track activity

16. [Update and close CSAT bug.](#)

# 10. Define data search in CSAT dash

1. Open the [CSAT dashboard](#).
2. Under *Service level*, click ▼, then click **L3** and **L4**.
3. Click **Apply**.

Vertical  
Select... ▼

Service Level  
In: L3, L4 ▼

- L1
- L2
- ✓ L3
- ✓ L4




APPLY

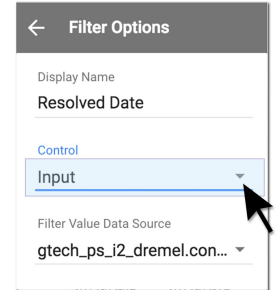
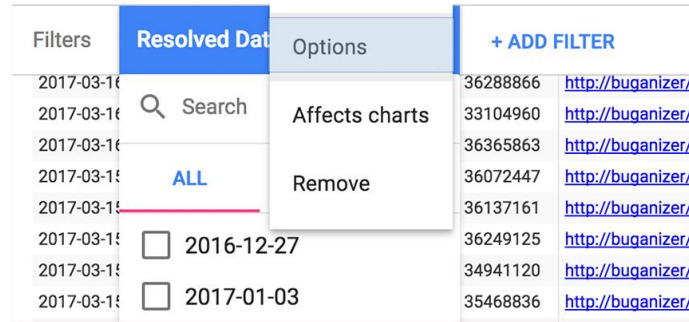
List of Bugs to be Surveyed

Filters + ADD FILTER

2017-03-17	2017-03-17	2017-03-19			POSI	ashleyacevedo
2017-03-15	2016-12-15	2017-03-19			Shopping	tiliu
2017-03-15	2017-01-25	2017-03-19	34710016	<a href="http://buganizer/34710016">http://buganizer/34710016</a>	Devices & Content	aweisser
2017-03-14	2017-02-10	2017-03-19	35281696	<a href="http://buganizer/35281696">http://buganizer/35281696</a>	Emerging Ads	asun
2017-03-13	2016-11-08	2017-03-19	32741473	<a href="http://buganizer/32741473">http://buganizer/32741473</a>	Emerging Ads	heyleo
2017-03-08	2016-11-28	2017-03-12	33181388	<a href="http://buganizer/33181388">http://buganizer/33181388</a>	Payments & Geo	vinayakk
2017-03-08	2016-11-28	2017-03-19	33181388	<a href="http://buganizer/33181388">http://buganizer/33181388</a>	Payments & Geo	vinayakk
2017-03-06	2017-02-08	2017-03-19	35155479	<a href="http://buganizer/35155479">http://buganizer/35155479</a>	Devices & Content	caos
2017-03-06	2017-02-08	2017-03-12	35155479	<a href="http://buganizer/35155479">http://buganizer/35155479</a>	Devices & Content	caos
2017-03-03	2016-11-28	2017-03-05	33181388	<a href="http://buganizer/33181388">http://buganizer/33181388</a>	Payments & Geo	vinayakk
2017-03-02	2017-02-28	2017-03-12	35849871	<a href="http://buganizer/35849871">http://buganizer/35849871</a>	Payments & Geo	pfeffer
2017-03-02	2017-03-01	2017-03-12	35888303	<a href="http://buganizer/35888303">http://buganizer/35888303</a>	POSI	noonanm

# 11. Create a filter

1. Hover over *List of bugs to be surveyed*, then click the **Filter bar** .
2. Click **+Add filter**, then choose **Resolved date**.
3. To open the filter options, click the **3-dot icon** , then click **Options**.
4. Under *Control*, click , then click **Input**.
5. To exit, click **Filter options**.



# 12. Define filter date range

1. To open and define the filter, click **Resolved date no value**.

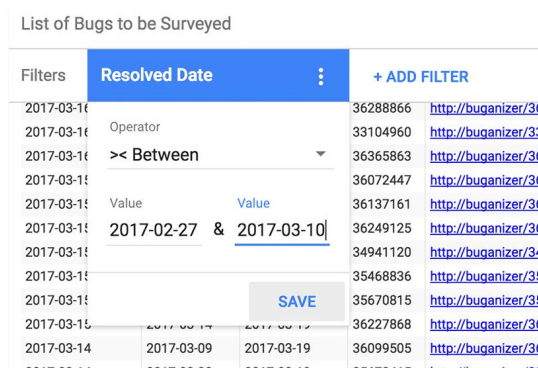
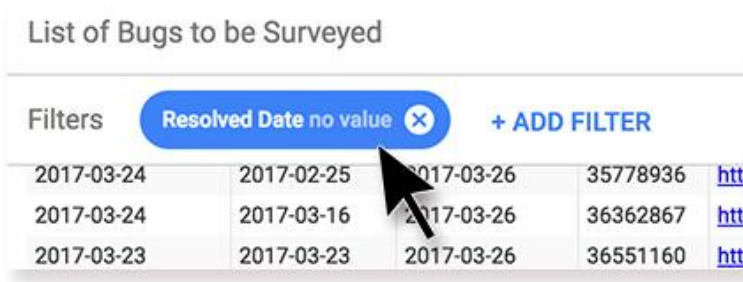
2. Next to *Operator*, click ▼ and choose **>< Between**.

3. Under *Value*, enter the start and end dates of the filter.


**Note:** You must enter dates in YYYY-MM-DD format.

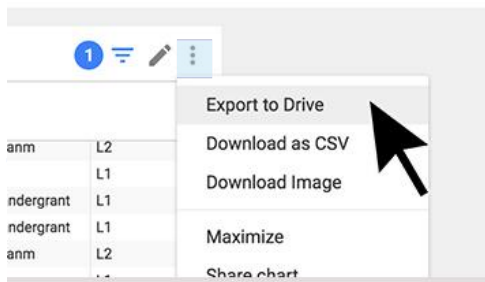
*Example:* 2017-03-10

4. Click **Save**.



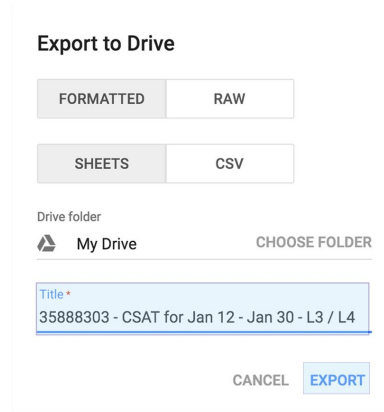
# 13. Export data

1. Hover over *List of Bugs to be Surveyed*, click the **More actions icon** , then click **Export to Drive**.



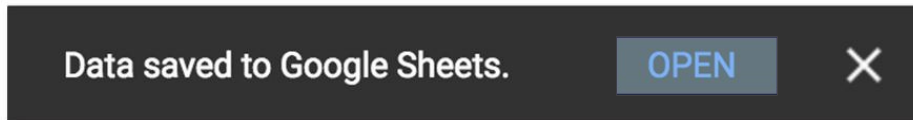
2. Under *Title*, use the Bug ID from Step 1 and use this format to name the sheet:

[bug id] - CSAT for [date range] - L3/L4



3. Click **Export**.

4. When the Google Sheet has been exported, you'll see a notification at the bottom left of the screen. Click **Open**.

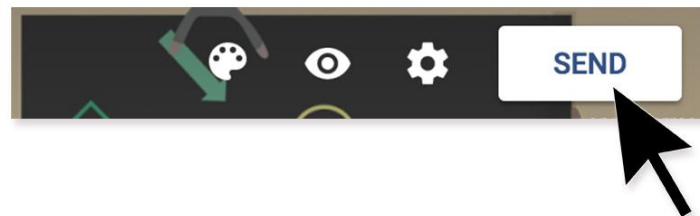
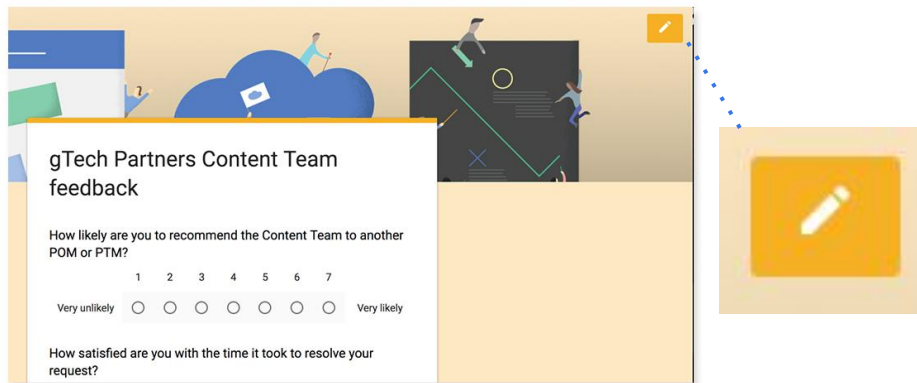


# 14. Open survey template

1. Open the [gTech Partners Content Team survey](#).

2. Click the **pencil icon** in the upper right corner.

3. Click **Send** to open the email message window.



# 15. Send survey

1. Copy the LDAPs from Column H of the data set.
2. Under *To* in the form, paste the LDAPs. Add “@google.com” and separating each LDAP with a comma.
3. Fill in the fields using this template:

**Subject:** Feedback Request for gTech Partners Content Team

**Message:**

Hello!

The gTech Partners Content Team recently worked with you on a request. We'd love to know how we did with it. Please take the quick survey below.

Thanks in advance!

gTech Partners Content Team

4. Next to *Include form in email*, click the box, then click **Send**.

**Send form** ×

Email

To  
christorres@google.com, silviagini@google.com, aweisser@google.com, ph

Subject  
Feedback Request for gTech Partners Content Team

Message  
Hello!

The gTech Partners Content Team recently worked with you on a request. We'd love to know how we did with it. Please take the quick survey below.

Thanks in advance!

gTech Partners Content Team

Include form in email

[Add collaborators](#) CANCEL SEND

# 16. Update and close bug










1. Open the L1 / L2 Google sheet.
2. Click **Share**.
3. Click **Get sharable link**, then copy the link to the sheet.
4. When signed into your Google Account, go to <https://b.corp.google.com>.
5. To open the CSAT bug, click the line item.
6. Enter **L1 / L2**; then paste the link for the L1 / L2 sheet into the bug.
7. Repeat steps 1-6 for the L3 / L4 sheet.
8. Click **Add comment**.
9. Click **Status ▼**, then **Accepted**.
10. Click **Status ▼**, then **Fixed**.

The composite image illustrates the process of updating and closing a bug. It is divided into three main sections:









- Top Section:** Shows a 'Share' dialog for a Google Sheet titled 'trix\_2017.13-Tue\_RC05 iv\_70 Debug J2CL Integrated'. The 'Share with others' section is open, showing a 'Copy link' button and a text box containing the shareable link: <https://docs.google.com/spreadsheets/d/1xPDb1Y7Mq4dQADzyMNXc9D2R1tbTF>.
- Middle Section:** Displays a table of bug items. The second row is highlighted, showing a bug with the title 'ALL - CSAT for March 13 - March 24', priority 'P2', and status 'Assigned'.
- Bottom Section:** Shows a bug report comment. The comment text includes the bug title and the shareable link from the top section. The 'Status' dropdown menu is open, and 'Fixed' is selected. The 'Assignee' is 'noonanm@google.com'.

# CSAT checklist

## L1 / L2

-  Create a new CSAT bug
-  Define data search in CSAT dash
-  Create a filter
-  Define filter data range
-  Export data
-  Create random sample
-  Sort and isolate sample
-  Open survey template
-  Send survey

## L3 / L4

-  Define data search in CSAT dash
-  Create a filter
-  Define filter data range
-  Export data
-  Open survey template
-  Send survey
-  Update and close CSAT bug
-  Update and close CSAT bug